

# Create Winning Workshop Proposals That Get Noticed!



## What makes a session proposal stand out from the crowd?

Apply these helpful tips to write a proposal that sets your session apart!



### Know your audience

Consider the audience for the event, as well as the people to whom this topic is likely to appeal. What do they already know? What do they want to know?



### Speak directly to potential attendees

We're always looking for audience-focused sessions. The content and wording of your description is the best way to quickly demonstrate that your workshop is appropriate for the audience expected to be in attendance and will give them useful takeaways (*you'll learn, you'll explore, you'll discuss, etc.*).



### Set clear expectations

Make sure your description doesn't just report what you're going to talk about, but also clearly lets readers know what they should expect to get out of the experience.



### Show the applicability

If your topic is focused on a particular situation but offers practical information that can be applied more broadly, make it clear in your proposal.



### Keep it conversational

Think about how you would describe your topic to a co-worker. That conversational, yet professional tone lends itself well to session proposals.



### Point out what makes your session special

We often receive multiple proposals on the same topic. Be sure that your description tells us how your particular take on the subject matter is unique.



### Review workshop descriptions from previous Conventions

The workshop descriptions used in Convention materials are essentially edited versions of the proposal content submitted by presenters. Reviewing this content is a great way to get a sense of what we're looking for.